

## **ABSTRACT**

*The atmosphere of the store is fun, interesting, comfortable and able to create a store atmosphere that can positively influence consumer behavior, causing their interest to first enter the store and then look inside and finally make a purchase. By creating a different store atmosphere from other cafes, it is expected to provide satisfaction to consumers, and can win competitiveness. One company that applies the store atmosphere concept in running its business is Grind Forward Street Coffee. Grind Forward Street Coffee is one of the culinary business and brisk the coffee shop competition.*

*This research aims to determine the effect of store atmosphere on the competitiveness of companies in Grind Forward Street Coffee Bandung. The method used in this study is quantitative with a type of descriptive research. The types of data needed for this study are primary data and secondary data. Sampling is done by non-probability sampling method type of accidental sampling with the number of respondents taken as many as 30 respondents who have visited Grind Forward Street Coffee. Then for the analysis technique using simple linear regression analysis and data processing using SPSS version 22 software.*

*Based on the data obtained from the results of the research, there is a positive effect on store atmosphere on the competitiveness of companies in Grind Forward Street Coffee which is aimed at the regression equation  $Y = 0.422 + 0.253 X$ , meaning that if the implementation of store atmosphere is carried out optimally and maximally it can increase the competitiveness. The results of the coefficient of determination obtained is equal to 76.38% or it is said, that the variance to occur in the variable company competitiveness (Y) 76.38% is determined by the variance to occur in the variable store atmosphere (X). The remaining 23.62% is influenced by other variables outside of research such as work ethic, innovation, and competence and capability.*

*Suggestions that researchers can point out are that the company pays more attention to the outside of the café such as fixing the sign / logo, expanding parking for consumers, adding employees, paying attention to the arrangement of merchandise, improving the quality of services, giving discounts for free.*

*Keywords: Store Atmosphere, Company Competitiveness*